

**RJ REYNOLDS**

TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
 PROMOTIONAL COORDINATOR  
 8899 MAIN STREET  
 WILLIAMSVILLE, NY 14221  
 (716) 634-4179  
 FAX (716) 634-3145

JULY, 98

**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

<b>TO:</b>	<b>RJR ACCOUNT #: #336660</b>	<b>CC:</b>	<b>K. JURGENSEN</b>
	<b>MR. R. KIRST</b>	<b>CC:</b>	
	<b>E. P. KIRST &amp; SONS</b>		
<b>FAX #:</b>	<b>(716) 649-1383</b>		

**PARTNERS PROMOTION REPORTING: DOR\_SEPT\_JACKPOT (MINIMUM 16 CHARACTERS)**

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	3	1 (ONE CTN)	90
25469	6M		DORAL MEN LT 100	3	1 (ONE CTN)	
25468	6M		DORAL 100	3	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	3	1 (ONE CTN)	

**PRODUCT PO # 081998****DISPLAYS / PREMIUMS PO # N/A**

DESCRIPTION	
8/19/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$4,033.94	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
90	NO. OF DISPLAYS ON CUSTOMER LIST
\$168.00	PACKING PAYMENT (\$14.00 x 12 (6M) PROMOTED CASES)

DESCRIPTION	
8/19/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
0	NUMBER OF EXTRA DISPLAYS

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.

(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).

SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR .40¢ OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: **8/31/98.**
  - PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
  - PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE/ DISC SUBMISSIONS.
  - RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.
- JACKPOT.DOC

51845 9814

WHOLESALE : 336660 E. P. KIRST & SONS, INC. <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	634311	DELGROVE SERVICE CT	402 DELAWARE AVEN	TONAWANDA	NY	14150	2			932764	(716)692-9523
162601		688198	FAST MART	410 RHODE ISLAND	BUFFALO	NY	14213	1				(716)883-0608
162601	162629	753315	S.PERSAUD MOBIL	4801 BROADWAY	DEPEW	NY	14043	1				(716)683-7334
162601	162625	784801	JOLLY ROGER	214 PORTER AVE	BUFFALO	NY	14201	1		2599-0000		(716)881-5299
162601	162626	645752	T.M. CALLAHAN SUNOC	1837 LOVE ROAD	GRAND ISLAND	NY	14072	1		0362-0102		(716)775-0400
162601	162629	624657	FAST STOP FOOD	326 MILITARY RD	BUFFALO	NY	14207	1				(716)874-9707
162601		626715	ONTARIO EXPRESS	430 ONTARIO STREE	BUFFALO	NY	14207	1			934265	(716)877-5667
162601	162625	587346	BEST MART	239 S ELMWOOD AVE	BUFFALO	NY	14201	1			932582	(716)852-4611
162601	162629	598999	JOLLY ROGER	580 DICK RD.	DEPEW	NY	14043	1		2599-0000		930479 (716)683-5120
162601	162625	579111	CFM #33-102	1850 UNION RD	WEST SENECA	NY	14224	1				920397 (716)675-0107
162601	162625	473626	CLINTON SUNOCO	3502 CLINTON ST	WEST SENECA	NY	14224	2				902551 (716)668-9814
162601	162626	398819	CORNER STORE	1091 OLIVER ST	NORTH TONAWAND	NY	14120	2 NYS				903617 (000)692-5920
162601	162629	578832	RIVERSIDE MOBIL	16 ONTARIO ST	BUFFALO	NY	14207	2 NYS				926808 (716)875-9342
162601	162626	530653	BRUNO'S MOBIL	1038 PINE AVE	NIAGARA FALLS	NY	14301	1 NYS				(716)284-7598
162601	162629	401511	TOM MANKO MOBIL	1180 FRENCH RD	CHEEKTOWAGA	NY	14227	1 NYS			937276	(716)656-0801
162601	162626	301993	GRAVINO MOBIL	2333 GRAND ISLAND	GRAND ISLAND	NY	14072	1 NYS			936807	(716)773-1434
162602	162621	792497	GILL'S SUNOCO	2206 BUFFALO RD	ROCHESTER	NY	14624	1				(716)247-9310
162602	162621	923833	MOBIL MART/F	1508 BUFFALO RD	ROCHESTER	NY	14624	1				(716)247-2559
162602	162624	765209	MIDNIGHT EXPRESS	7940 E MAIN RD	LE ROY	NY	14482	1		5569-0000	932442	(716)768-4290
162602	162629	628970	TRADE FAIR FOOD MAR	1345 EAST DELEVAN	BUFFALO	NY	14215	1			929489	(716)896-5972
162602	162630	422961	THE E-Z SHOP	183 N MAIN ST	LYNDONVILLE	NY	14098	1				(716)765-2302
162602	162629	764601	ROBO GAS #508	941 PAYNE AVE	N TONAWANDA	NY	14120	1		2021-0000	934638	(716)694-0819
162602	162622	128604	APLUS MINI MARKET	13320 BROADWAY ST	ALDEN	NY	14004	1		0362-0102		918250 (716)937-3355
162602	162622	792131	UNIVERSITY MOBIL	3652 SHERIDAN DR	AMHERST	NY	14226	1				(716)688-0963
162602	162629	961467	FRANKS MOBIL	3198 MAIN ST	BUFFALO	NY	14214	1		1449-0000	926824	(716)836-5337
162602	162630	504309	ROBINSON'S MINI MAR	6517 BROCKPORT SP	BROCKPORT	NY	14420	1				(716)637-4290
162602	162624	661155	MIDNIGHT EXPRESS	3932 SCOTTSVILLE	SCOTTSVILLE	NY	14546	1		5569-0000	935718	(716)889-3090
162602	162630	683165	MIDNIGHT EXPRESS	3512 BROCKPORT SP	SPENCERPORT	NY	14559	1		5569-0000	938076	(716)352-4080
162602	162630	571569	CFM #33-049-2	204 MAIN ST	BROCKPORT	NY	14420	1				(716)637-3251
162602	162621	215090	MIDNIGHT EXPRESS	3875 BUFFALO RD	ROCHESTER	NY	14624	1		5569-0000	932475	(716)594-9751
162602	162622	078210	ROBO GAS #521	727 MAPLE RD	WILLIAMSVILLE	NY	14221	1 NYS		2021-0000	934901	(716)632-2789
162602	162622	765343	BUSY MART	211 E MAIN ST	ATTICA	NY	14011	1 NYS				(716)591-2580
162602	162622	765289	WETZELS STATION	1105 WEHRLE DR	WILLIAMSVILLE	NY	14221	1 NYS			935130	(716)633-5224
162602	162625	578827	ELMWOOD MOBIL	1137 ELMWOOD AVE	BUFFALO	NY	14222	1 NYS		1449-0000	926790	(716)886-1716
162602	162622	504235	WETZEL'S MOBIL	1810 MAPLE RD	WILLIAMSVILLE	NY	14221	1 NYS			934273	(716)689-4739
162602	162622	764992	ROBO GAS #510	665 MILLERSPORT H	AMHERST	NY	14226	1 NYS		2021-0000	934679	(716)833-3888
162602	162622	398748	ROBO GAS #502	535 KENMORE AVE	BUFFALO	NY	14223	1 NYS		2021-0000	934745	(716)832-6445
162602	162622	398832	ROBO GAS #503	2415 SHERIDAN DR	TONAWANDA	NY	14150	1 NYS		2021-0000	934927	(716)837-8800
162602	162629	128521	MANKO MOBIL #08390	3550 GENESEE ST	CHEEKTOWAGA	NY	14225	1 NYS			932491	(716)632-1512
162603	162625	633285	GEMMATI'S APLUS MIN	1442 UNION ROAD	WEST SENECA	NY	14224	1		0362-0102		(716)675-3116
162603	162625	697276	REESE'S CONV MARKET	1005 ABBOTT RD	BUFFALO	NY	14220	1			903351	(716)826-3255
162603	162625	699105	MOBIL WHIP	697 ORCHARD PARK	WEST SENECA	NY	14224	1			924563	(716)675-3153

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 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162603	162625	697271	SUNOCO	3030 SENECA ST	WEST SENECA	NY	14224	1				(716)827-0435
162603	162623	454519	D & D MOBIL MART	6640 CLINTON ST	ELMA	NY	14059	1			918755	(716)681-2700
162603	162623	487529	TOWN HALL MOBIL	5999 S PARK AVE	HAMBURG	NY	14075	1			909382	(718)648-3751
162603	162623	496770	NUNN'S AUTO & TIRE	255 BUFFALO ST	HAMBURG	NY	14075	2			919530	(716)648-9912
162603	162623	397332	CY'S PHARMACY	2317 BOWEN RD	ELMA	NY	14059	2	NYS		903914	(716)652-3920
162603	162625	765453	ABBOTT NEWS	516 ABBOTT RD	BUFFALO	NY	14220	2	NYS		900068	(716)824-6267
162603	162623	765565	LUTZ MOBIL	5073 CAMP RD	HAMBURG	NY	14075	1	NYS		908798	(716)649-2974
162603	162623	534802	HORVATH'S MOBIL	3326 LAKE SHORE R	BUFFALO	NY	14219	2	NYS		907238	(716)823-1104
162603	162623	578687	D & D MOBIL INC./F	661 JAMISON RD	ELMA	NY	14059	1	NYS		903922	(716)652-5460
162603	162623	063801	LUTZS MCKINLEY MOBI	4479 LAKE AVE	BLASDELL	NY	14219	2	NYS		908822	(716)824-1879
162604	162624	438832	C-STORE	640 PITTS-VIC RD.	PITTSFORD	NY	14534	1		2599-0000	930537	(716)248-8145
162604	162630	481368	EL'S DELIC	1548 DEWEY AVE	ROCHESTER	NY	14615	1				(716)254-4910
162605	162624	244396	MACEDON MOBIL MART	337 RT 31	MACEDON	NY	14502	1				(315)986-4359
162605	162624	433776	NEWCOMB OIL	513 E MAIN ST	PALMYRA	NY	14522	1	NYS	3514-0000		(315)597-5853
162606	162225	407427	UNION NEWS INC.	213 N UNION ST	OLEAN	NY	14760	3			914028	(718)372-0063
162606	162623	658350	YELLOW GOOSE #7	14 N ERIE ST	MAYVILLE	NY	14757	2			922963	(716)753-2606
162606	162628	681136	MOBIL	2805 N MAIN EXT	JAMESTOWN	NY	14701	2			926467	(716)483-9174
162606	162628	617414	US NEWS	1393 EAST 2ND ST	JAMESTOWN	NY	14701	2			921726	(716)665-3209
162606	162628	624638	LAKEWOOD CONVENIENT	184 E FAIRMONT ST	LAKEWOOD	NY	14750	3				(716)763-0486
162606	162628	484511	U.S. NEWS SOUTH	712 FOOTE AVE	JAMESTOWN	NY	14701	3			919555	(716)488-9235
162606	162628	584385	U.S. NEWS	107 W 3RD ST	JAMESTOWN	NY	14701	4	NYS		913970	(716)664-7357
162606	162623	764451	WEBER CITY MKT	RT 16	YORKSHIRE	NY	14173	3	NYS		914648	(716)496-5442
162606	162628	313882	ROBO ENTERPRISES	111 MARION ST	JAMESTOWN	NY	14701	3	NYS		911271	(716)661-9190

PAGE BREAK TOTAL ACCOUNTS 65 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 65 TOTAL QUANTITY 90

# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

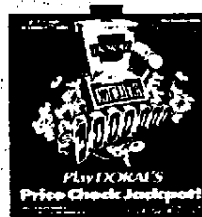
In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

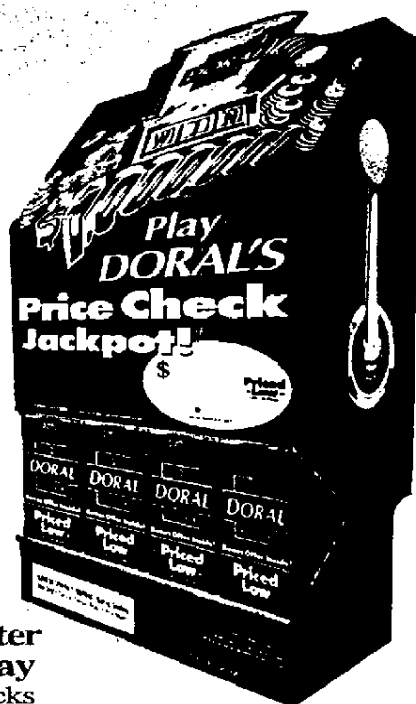
In September, everyone comes out a winner with Doral's Price Check Jackpot.



**Easel Card  
w/Entry Forms**



**Wobbler**



**Counter  
Display  
(40 packs  
per display)**

**Additional Support Pieces:\***

**Pack Outlet  
Small Paster**

**Cigarette/Tobacco Store Outlet  
Large Paster  
Banner  
Standee**

\*Adhesive numbers and a pricing pen will be included for you to price the materials.